

## **Asanga's Speaker Notes**

### **LBR LBO Summit "Building Resilient Brands""**

**0900- 1730, Tuesday 21<sup>st</sup> May 2013, Oak Room, Cinnamon Grand.**

#### ***Overview of the Key Note Speech***

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The reality is that we are living in extremely challenging times. Businesses are learning to deal with this by shortening planning cycles, having an external focus, working with Plan A and Plan B scenarios and a series of such adaptations.

Crafting Brands for Life (CB4L) is Unilever way of crafting resilient brands that enable us to grow our business sustainably, with strong competitive brands.

The first pillar of crafting Brands for Life is PUT PEOPLE FIRST. In the CB4L, understanding facts and data how people shop and use our categories and brands is critical, but insufficient. We must go beyond 'academic' knowledge to develop an instinctive, deeply felt, intimacy with the people we serve, across all aspects of their daily lives.

The second pillar is BUILDING BRAND LOVE. Over a hundred years ago, William Lever recognised that through the power of brands he could not only grow his business, but he could also make a major positive impact on society. He could change the world. He was not only selling soap, he was washing more hands. He recognised that brands could have a purpose – a role in people's lives that transcended short term profit. Through building brand love, he could achieve more users and more usage, and thereby more positive impact in society. We have a number of brands, like Lifebuoy, and like Dove, which have proven the power of purpose. And in this volatile, uncertain world, brands with a sense of purpose – with strong beliefs and values – are ever more relevant and compelling.

The third pillar is UNLOCKING THE MAGIC. Our challenge is to create magical brand experiences that people will want to be part of, that they will care about, care about enough to share amongst their friends, across their city, across the globe.

So what's the challenge for today? We know that exceptional brand experiences require both logic and magic.

**The logic/discipline:** Brand experiences that are totally integrated, and 100% consistent across touch points

**The magic:** Brand experiences that are powerful enough that they move people to act. Powerful enough to inspire people to participate and tell others

By developing deep empathy for the people we serve, building brands with purpose, and delivering brand experiences that inspire people to participate and share – driving ADVOCACY which helps us build resilient brands.